

REMARKS

Claim 1 has been amended to more specifically set forth the invention. Claim 1 remains in the application. Reconsideration is respectfully requested.

35 U.S.C. §103(a) rejections

Claim 1 is rejected under 35 U.S.C. §103(a) as being unpatentable over Bookbrowse.com website in view of Garrido (U.S.P. 6,213,703) and Kitamura (U.S.P. 6,829,594). Applicant believes that newly amended claim 1 now overcomes this rejection.

The amendment to claim 1 includes switching the book recommendation home page to a vendor home page upon a buy request from the person. The vendor home page "is linked with the book recommendation home page", which allows the person to find a book from the book recommendation home page and order the desired book seamlessly from the vendor home page after seeing the content of the book and making a selection.

Bookbrowse teaches selecting a book from at most an excerpt and then requires selection of a bookstore such as Amazon. Once at the bookstore the purchase order is placed

for a pre-printed in stock book. There is no teaching or suggestion of a direct link switching the page upon placement of a buy request, rather, there is an intermediate step of having to first select a store from which to purchase the book. Also, Bookbrowse does not teach or suggest the information being further directed to a vendor who then prints the desired book and delivers it to the user.

Nothing in the cited references teach a buy request switching to a vendor home page to provide the selected book for printing. This is an advantage in that the book buyer is not concerned with where the book comes from, only that a book is selected after reviewing the entire text, and when a decision to buy is made inputting some specific data to the resulting page such as address and number of copies whereupon a vendor prints the book and send it to the person. This is not taught by the cited references, and would not be obvious in view thereof.

In a determination of the scope and content, Bookbrowse does not teach switching to a directly linked vendor home page in response to a buy request by the person. Garrido does not teach a book recommendation page wherein a book is selected and the entire content is displayed, if requested

or switching to a directly linked vendor home page in response to a buy request by the person. Kitamura simply teaches downloading of text data if requested, and allows only a portion of the work to be viewed freely unless a confirmation code received by registering, is supplied. There is no display of full text, and no vendor, vendor home page or printing of a book by a vendor disclosed. Thus, applicant believes it is clear from "determining the scope and contents of the prior art" that the combined teachings of the references would not have suggested applicant's claimed invention to those skilled in the art.

SUMMARY

Specifically absent from the cited references is a method which allows a user to select a book, view the entire content of the selected book upon request, upon a buy request switch the link to vendors having the ability to print the selected book, then have the vendor print and deliver a copy of the selected book. Since none of the applied references teach, suggest or provide motivation for applicant's claimed structure and since none of the applied references can achieve the functions of the present invention, applicant believes that claim 1 is now in condition for allowance.

Withdrawal of the rejection and allowance of the claim is respectfully requested. Should there be any questions or remaining issues, Examiner is cordially invited to telephone the undersigned attorney for a speedy resolution.

Respectfully requested,



Robert A. Parsons
Attorney for Applicant
Registration No. 32,713

20 September 2006

4000 N. Central, Suite 1220

Phoenix, Arizona 85012

(602) 252-7494